



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 330031

Schedule Dates 09/06/12-09/14/12
Advertiser Pol/Iss/American Crossroads (13324)
Agency Crossroads Media (1218)
Product Political - Issue (1068)
Brand 943 AMER CROSSRDS (136500)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax /
CPE 11/27/943
Account Types National/Political
Billing Type Standard
Comments AMERICAN X-ROADS ADD

Date Entered 09/05/12
Last Modified 09/05/12
Entered By Jill Hipskind
CO-OP No
Headline # 06304464
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$765.00
Net Total \$4,335.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Sep. 2012	6	\$5,100.00
Grand Total:	6	\$5,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/14/12-09/14/12	3	:30	10A- 11A (EST)						1			1	\$700.00	\$700.00	Charlotte (WSOC)	KATIE EFF:9/10/12	9/5/12
2.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	10A- 11A (EST)		1							1	\$700.00	\$700.00	Charlotte (WSOC)	KATIE EFF:9/10/12	9/5/12
3.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	4P- 5P (EST)		1							1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/5/12
4.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	4P- 5P (EST)					1				1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/5/12
5.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	10A- 11A (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	KATIE EFF:9/10/12	9/5/12
6.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	4P- 5P (EST)				1					1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	DR. OZ	9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6304464
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP4/12 17.19
*** WSOC-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP.# OFF.# 220 SALESMAN #
AGY # 2383 AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY
66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN PH- NICK WELTE
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6304464 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN X-ROADS ADD EST#943 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP5/12 SEP14/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP4/12 17.19

REP: TO JILL
FR JARED
NEW AMERICAN CROSSROADS ORDER
TOTAL \$5100
PLS CNF THANKS



CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
AMERICAN CROSSROADS

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 27

AGENCY EST# = 943

1	1000A-1100A	30	\$700.00	9/14	9/14	1	3	FRI	1
PROGRAM : KATIE EFF:9/10/12									
CON COM1: KATIE EFF:9/10/12									
2	1000A-1100A	30	\$700.00	9/10	9/10	1		MON	1
PROGRAM : KATIE EFF:9/10/12									
CON COM1: KATIE EFF:9/10/12									

REP HEADLINE# 6304464
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-4100
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP4/12 17.1
 *** WSOC-TV ***

:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPT:
3			400P-500P	30		\$1,000.00	9/10	9/10	1		MON	1
			PROGRAM : DR. OZ									
			CON COM1: DR. OZ									
4			400P-500P	30		\$1,000.00	9/6	9/6	1		THU	1
			PROGRAM : DR. OZ									
			CON COM1: DR. OZ									
5			1000A-1100A	30		\$700.00	9/11	9/11	1		TUE	1
			PROGRAM : KATIE EFF:9/10/12									
			CON COM1: KATIE EFF:9/10/12									
6			400P-500P	30		\$1,000.00	9/12	9/12	1		WED	1
			PROGRAM : DR. OZ									
			CON COM1: DR. OZ									

SEP/12 \$5,100.00

CONTRACT TOTAL \$5,100.00
 TOTAL SPOTS 6

MARKET TOTALS \$26,842 WSOC 19% WBTV 70% WCNC 6% WCCB 5% WJZY 0% WMYT 0% WAXN 0%
 CABL 0%

BOUGHT CBS PRIME FOR THIS ADD

SVC- NSI
 DEMOS- RA35+*